

Subject: RE: UPDATED Request Avalon Bay Request Images 6687 Santa Monica Bouelvard Mixed Use Development
From: William Lee
Date: 05/18/2016 04:26 PM
To: Lisa Schechter
CC: Jim Omahen <jim@mediadistrict.org>, Sam Pan <Sam_Pan@avalonbay.com>

Hi Lisa,

We are in the process of engaging a professional renderer, but don't expect them to begin work until we have progressed further into design development. We are still a couple of months out before having any renderings in place.

Thank you

From: Lisa Schechter [mailto:lisa@mediadistrict.org]
Sent: Monday, May 16, 2016 5:31 PM
To: William Lee <William_Lee@avalonbay.com>
Cc: Jim Omahen <jim@mediadistrict.org>; Sam Pan <Sam_Pan@avalonbay.com>
Subject: UPDATED Request Avalon Bay Request Images 6687 Santa Monica Bouelvard Mixed Use Development

Dear William:

I am just circling back as to the progress on the new renderings for the Santa Monica Mixed Use Development. Do you have updated renderings and a site plan that you are willing to share?

Let me know at your convenience.

Thank you

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
(323)860-0025 Direct
(323)860-0026 Fax

MediaDistrict.org

From: William Lee <William_Lee@avalonbay.com>
Date: Monday, April 11, 2016 at 12:27 PM
To: Jim Omahen <jim@mediadistrict.org>
Cc: Sam Pan <sam_pan@avalonbay.com>, Lisa Schechter <lisa@mediadistrict.org>
Subject: RE: Request Avalon Bay Request Images 6687 Santa Monica Bouelvard Mixed Use Development

Hi Jim,

You may have been referring to a rendering of the design prior to AvalonBay's acquisition and subsequent redesign. That said, I've attached one our current sketchup shots for your use. We hope to get professional renderings in place in the coming months.

Thanks



William Lee
Director, Development

AvalonBay Communities, Inc.
11111 Santa Monica Boulevard, Suite 850
Los Angeles, CA 90025
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Mobile: (703) 899-0428

From: Jim Omahen [<mailto:jim@mediadistrict.org>]
Sent: Thursday, April 07, 2016 1:05 PM
To: William Lee
Cc: Sam Pan; Lisa Schechter
Subject: Re: Request Avalon Bay Request Images 6687 Santa Monica Bouelvard Mixed Use Development

Thanks for your response. I had seen some renderings back some time ago at a presentation given. Can any of those be used? This is only to give an impression what the facade may (and with emphases on may) look like. Please advise and thanks.

Also attached to this message is the page (although a draft) of the newsletter.

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Jim Omahen, Operations Manager
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Hollywood, CA 90038
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MediaDistrict.org

From: William Lee <William_Lee@avalonbay.com>
Date: Wednesday, April 6, 2016 at 5:29 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: Jim Omahen <jim@mediadistrict.org>, Sam Pan <Sam_Pan@avalonbay.com>
Subject: RE: Request Avalon Bay Request Images 6687 Santa Monica Bouelvard Mixed Use Development

Hi Lisa,

I'd be happy to share images of AVA Hollywood with the Media District. We're currently in schematic design, however, and expect to have our first set of renderings prepared within a couple of months. I'll be sure to follow up with you then.

In the meantime, let me know if there's anything else I can help out with.

Thanks

	<p>William Lee Director, Development</p> <p>AvalonBay Communities, Inc. 11111 Santa Monica Blvd., Suite 850 Los Angeles, CA 90025 Phone: (310) 481-1272 Mobile: (703) 899-0428 william_lee@avalonbay.com</p>
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From: Sam Pan
Sent: Wednesday, April 6, 2016 4:14 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: Jim Omahen <jim@mediadistrict.org>; William Lee <William_Lee@avalonbay.com>
Subject: Re: Request Avalon Bay Request Images 6687 Santa Monica Bouelvard Mixed Use Development

Will,
Please see below from Lisa (Media District BID); are there any images of AVA Hollywood we can share that she could include in a newsletter?

Thanks,
SP

Sam Pan

Retail Leasing Director
AvalonBay Communities
949.955.6222 office
301.404.7645 mobile

On Apr 6, 2016, at 2:43 PM, Lisa Schechter <lisa@mediadistrict.org> wrote:

Dear Sam:

Left you a voice mail regarding the 6687 Santa Monica Boulevard project. Would like to request some images for our newsletter - can you please send some to me?

Thanks

Lisa Schechter
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